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Green is Gold Newsletter: May 2012

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Green is Gold Newsletter

Brockport Earns a Silver STARS Rating from AASHE!!

The Association for the Advancement of Sustainability in Higher Education's (AASHE) Sustainability Tracking Assessment & Rating System (STARS), a transparent, self-reporting framework for colleges and universities to gauge relative progress toward sustainability. This assessment was developed by AASHE with input from the higher education community. The STARS survey assessed and rated four functional areas of campus operations: Education & Research (47.84%), Operations (35.28%), Planning, Administration & Engagement (59.36%), and Innovation (+1pt) with sub areas in each. The overall score for the Campus was 48.49%, Silver. Only 11 other SUNY campuses have signed up for the STARS survey, showing commitment of Brockport to sustainability initiatives.

Princeton Review Ranks The College in their Guide to 311 Green Campuses– AGAIN!

The College at Brockport has instituted several energy saving programs as part of SUNY-wide sustainability efforts. Roughly \$12 million has been invested in a variety of energy-related initiatives on campus. In 2007, the 52-unit SUNY Brockport Townhome Residential Living Complex opened with many green features, including the use of geothermal heat pumps for heating and cooling, specialized insulation, and two storm water ponds that reduce runoff into local streams and creeks. Founded in 2004, the college's Green Campus Initiative has worked with campus administration to create several protocols for recycling and to promote the use of al-

ternative transportation on campus. Dining services has also made significant strides toward the practice of sound environmental stewardship. Energy Star appliances have been installed, trays have been eliminated from Brockway Dining Hall, and local purveyors and farm producers supply 15 percent of the food. Other efforts include the use of eco-friendly products such as refillable mugs, advanced recycling efforts, and the use of environmentally friendly cleaning products. Students who wish to receive a formal introduction to sustainability



issues will appreciate that the college offers a course in Environmental Science. The research-based course has featured projects in biodiesel production, recycling on campus, energy curtailment programs, and wind/solar energy options. Additionally, the College offers a BS and MS in Environmental Science. Check out www.brockport.edu/envsci for more information!

Highlights for the College at Brockport, **Green Is Gold** initiatives include:

- Environmental Policy adopted by President's Cabinet!
- Listed again in the Princeton Review's "Guide to 311 Green College".
- Recycling on campus NOW includes all plastics (#1—7). Let's see how our recycling numbers increase! Recyclemania results: 73/179 for Waste Minimization! Nice Job!
- The STARS Survey provides a framework for understanding sustainability in all sectors of higher education and enables a meaningful comparison over time and across institutions. **SILVER RATING!**
- The Green House Living Learning Community newly renovated LEED **GOLD** Thompson Hall! The Liberal Arts Building will strive for LEED-**SILVER**
- Photovoltaics fully operational!



BASC

BASC introduced their Fresh On The Go Program available at Union Square and cafes across campus showcasing recyclable food containers. See a bin, drop your clean container in!

To help spread the word, BASC teamed up with Dave Tyler, Marketing and Communications and Hilary Mosher, Environmental Science with help from ECOS President Ricky Loscalzo and Marketing Intern Brittany McDonald to create a video on recycling. Check it out!

The Eagle Run Shuttle has increased ridership from 1200/week last semester to over 1700/week this semester! There are eight formal carpooling groups with special carpool parking spaces dedicated to this group. The Fast Trax Bike Borrowing in collaboration with Sandeep Mitra, Computer Science, developed a borrowing software. This will increase access to bikes and decrease

paper waste. Parking and Transportation Services allows appeals online.



Barnes and Noble College Bookstore has expanded their textbook rental program to over 250 titles! Textbooks are also available in digital form and NookStudy, a free download that manages the digital textbooks. Less paper = Less waste!

BASC initiated a new pre-consumer compost program. Partnering with the Grounds

Department, BASC composts all pre-consumer food waste from Harrison and Brockway Dining Halls and Seymour Union. Nice work, BASC!

Currently, all disposable products used by Dining Services are eco-friendly. Portion cups have also been eliminated in the dining halls to minimize waste.

Brockway and Harrison Dining Hall are trayless in an effort to reduce waste and decrease campus' carbon footprint. Brockway has reduced its post-consumer refuse by 33.3 % since removing trays in Brockway!

Hertz on Demand goes free! That's right, get a membership to the Hertz On Demand program for free and get going!

For more information check out www.basc1.com/About_Us/sustainability.html

Environmental Health and Safety (EHS)/ Faculty Learning Community

Dave Turkow, Director of EHS submitted the STARS survey and we received a SILVER Rating! Great job! Education and Research received 47.84%, Operations received 35.28%, and Planning, Administration & Engagement received a 59.36% score and a point for Innovation. This will serve as a baseline Thank you to all who helped gather data and to those who are doing such great work!

EHS funded a pilot program with the Department of Communications to create a sustainability video for campus use.

EHS has the primary oversight of the Managing Environmental Safety and

Health System (MESH) for environmental, sustainable and green aspects of the College.

Other EHS initiatives include proposing the use of ethanol for campus vehicles and discussing the potential for wind turbines on campus. More information can be found at www.brockport.edu/ehs

Faculty Learning Community (FLC)

Led by Dr. James Cordeiro (BUS), this year's Faculty Learning Community focused on sustainability was the largest FLC with 12 members. Accomplishments include: Conversation in the Disciplines proposal for funding a sustainability confer-

ence in Brockport next April; attendance at the Graduate Research Conference working breakfast with Mitchell Tomashow; attendance at the first SUNY Sustainability Research Workshop in Syracuse, May 18th; and faculty/staff development through workshop and seminar attendance focused on sustainability. James Cordeiro will present a paper at the Alliance for Research on Corporate Sustainability's 4th annual conference at Yale University's School for the Environment. Finally, the group created sustainability teaching modules for different aspects of sustainability for use by campus courses. Great work, James and the group!

Residential Life

Recycling in the dorms includes more than just paper, plastics (#1-7) and glass. Residential Life has teamed up with Nike to recycle sneakers. Preserve program recycles with the



number 5. These number 5's are sent to Cortland, NY to be remanufactured into toothbrushes. Way to go Res Life!

Residential Life's 'Green Team' is going strong with its focus on sustainability initiatives. Events on campus included International Coastal Cleanup, Campus Sustainability Day, America Recycles Day, Recyclemania and Earth Day.

Welcome Green House, the Living Learning Community with a focus on

sustainability. This is the second year of the program where freshman chose to benefit from this community by living and learning green! They join other LLC such as the Global Village and Teachers of Tomorrow.

Go to <http://www.brockport.edu/reslife/> for more information.

Facilities and Planning

Bird strikes on building glass is the greatest killer of birds in the US. Ironically, the increased use of glass on greener buildings has increased bird mortality. Current research estimates that a ~billion bird deaths per year in the US are due to building collisions. Birds cannot see glass, flying towards reflections of clouds, sky and vegetation and colliding with glass as they fly towards other habitats seen through glass. Building lighting poses another threat, confusing night flying migrants, particularly if weather reduce visibility and force birds to fly low. Light pollution in general attracts birds into more developed areas.

The design for our new Liberal Arts Building will include shade from louvers and should help to deter bird strikes. The challenge became looking at the other areas of the glass

façade as well as lighting controls to determine how best to deter bird strikes. The modifications that were incorporated into the glazing elements and lighting controls were relatively simple changes. Based on the research of the American Bird Conservancy as well as the guidelines from municipalities, the building design has been refined by incorporating a fritted glass pattern. The ceramic coating will be embedded into the glass as horizontal lines in strategic areas to minimize bird strikes.

Until recently, this problem was rarely recognized as an issue of sustainability. However, the US Green Building Council has responded by adding a Pilot Credit, Reducing Bird Mortality, to the LEED rating system. Many municipalities are addressing this unintentional cause of bird deaths by adopting local legislation. Toronto, San Francisco and the state of Minnesota have mandated bird-friendly construction in for specified projects and more legislation is pending.



Figure 1. New Liberal Arts Building

Purchasing and Procurement/ Campus Life

PURCHASING

Purchasing now requires at least 30% recycled content paper to be used in all copier machines on campus. The College purchased 66,375 lbs of this recycled paper which saved 568 trees!

The campus design and production only offers stock paper that is fully FSC (Forest Stewardship Council) certified. The Kaleidoscope Alumni Magazine printed 70,000 copies using FSC paper. This saved 19 trees, 13.5 MBTUs, 7,108 gal of water, 16,994 lbs of green gases and

1,176 lbs of solid waste!

Property control has a surplus program to divert equipment and usable materials from landfilling.

Ink toner cartridges are being recycled all across campus in a campaign to increase recycling. All building and residence halls have recycling bins for these items. Go to www.brockport.edu/pps/ for more information!

CAMPUS LIFE

Campus life is going green! All room

reservations are now electronic. This move to electronic reservations will save time, money and paper! Way to go Campus Life!

Campus Life intern Rich LaFountain worked this past semester to increase marketing and communications about programs such as Recyclemania and the new recycling containers in the Union. The Union is looking to increase the number of recycling bins to increase student participation in this important resource conservation strategy. Remember: see a bin, drop your clean container in!

Green for Life!

Are you aware that your personal decisions and behavior make an impact on the environment? There are easy decisions that have a known effect. Recycling your plastic water bottle is a given, but did you know that other changes such as turning off the water while you brush your teeth can save gallons of water per day?

Over the past year Marcie Desrochers, PhD from Psychology and Hilary R. Mosher, MS, MPA from Environmental

Science and Biology have conducted workshops to create pro-environmental behavior change among students on campus. The behavior change methods are consistent with proven psychological behavior change methodology and indicate an increase in pro-environmental behavior by following a routine established by Desrochers and Mosher. Data has been included in an article submitted to the International Journal of Sustainability in Higher Education. Infor-

mation forthcoming.

Are you interested in quantifying your behavior? Would you like to see how to be more environmentally friendly? Workshops will take place in the fall and spring semesters and will be used for research purposes. Please contact Marcie Desrocher at mdesroch@brockport.edu or Hilary R. Mosher hmosher@brockport.edu for more information. Go Green for Life!



The College at BROCKPORT

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The inaugural Master's Level Graduate Research Conference, held on Saturday, April 14th, 2012 provided the opportunity to meet with Drs. Mitchell and Cynthia Thomashow, renowned sustainability experts. Dr. Mitchell Thomashow is an Emeritus President of Unity College in Maine and currently Director of the Presidential Fellows Program of Second Nature. Dr. Cynthia Thomashow is the Education Manager for AASHE. Fifteen participants from the Sustainability Task Force, the Faculty Learning Community and Rochester Institute of Technology came out for a working breakfast to discuss sustainability on campus. Dr. Thomashow was the keynote speaker at the conference with his speech entitled:

Keynote: "The Nine Elements of a Sustainable Culture"

The keynote luncheon speaker spoke about issues of sustainability in institutions of higher education in his address, "The Nine Elements of a Sustainable Culture." Presenters, audience members and moderators from across New York and Ontario, Canada came out to learn more about sustainability from Dr. Thomashow.

—Thank you to all who participated! A special thank you to Dr. James Spiller orchestrating the working breakfast and Mr. Dave Turkow for moderating!

— Cynthia Thomashow has agree to come to campus to discuss sustainability in the curriculum and training. Look for this workshop in the fall!

Information Technology (IT)

A printing quota was implemented on campus to reduce excess printing in the labs and reduce resource usage. Printing was reduced by 45%, the number of jobs was reduced by 39%. Good work!

IT is replacing older, energy inefficient printers with newer printers that print duplex. All lab printers are set to print duplex by default.

IT is running its CRT elimination program

2011/2012 Sustainability Task Force Members

Name	Department
Chad Collins	Head Grounds Sup, F&P
James Cordeiro	Business Administration & Economics
Kevin Craig	BASC Assistant Executive Director
Marcie Desrochers	Psychology
Colleen Donaldson	Director, Grants Development
Elaine Enfonde	Graduate Student, ESB
Johnna Frosini	Welcome Ctr Parking Svcs Coord
Sarah Georger	Coordinator, LLC, Residential Life
Kim Haines	Director, Campus Life
Jim Haynes	Chair, Environmental Sci and Bio
Anna Hintz	Marketing Director, BASC
Mark Hillman	Grounds, F&P
Greg Lischke	Dir. of Utilities & Energy, F&P
Sarah Klein	Assistant Director of EHS
Lisa Kifer	Welcome Center/Parking Services
Rick Lair	Dir. of Facilities Maintenance, F&P
Ricky Loscalzo	RA, President of ECOS
Laurie McDonald	Facilities and Planning
Anne Macpherson	History
Jose Maliekal	Assoc Dean, Letters and Sciences
Heidi Melens	User Services Specialist, ITS
Bryan Monnat	BSG Parliamentarian
Gretchen Morith	Purchasing
Hilary Mosher	Environmental Science and Biology
Donna Napier	Purchasing
Mary Jo Orzech	Director of Library Services
Holly Bosley Perry	Recreation and Leisure Studies
Chris Price	Director, CELT
Jeff Smith	Dir., Technology Support Services
Lou Spiro	V.P. Administration and Finance
Paul Tankel	Asst. Director of Facilities & Planning
Dave Turkow	Director of EHS
Wendy Vergamini	Asst. Dir of Procurement/Payment
Dave Tyler	Marketing
John Kroeckel	Student
Tra Wilcox	Student
Ben Sleeper	Student
Mike Denora	Student

Find us online!
www.brockport.edu/gci

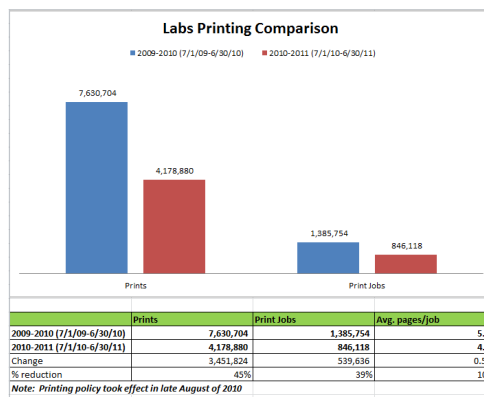


Figure 2. Printing reduction after implementation of print quota.

whereby old monitors and equipment are exchanged for more energy efficient technology. Imagine how much energy this saves! And all our computers are recycled by Sunnking Inc, which closes the green loop! Last year the College recycled 27.491 tons of electronics!

Check out www.brockport.edu/lits/technology/technology.php for more information on this and all their programs!